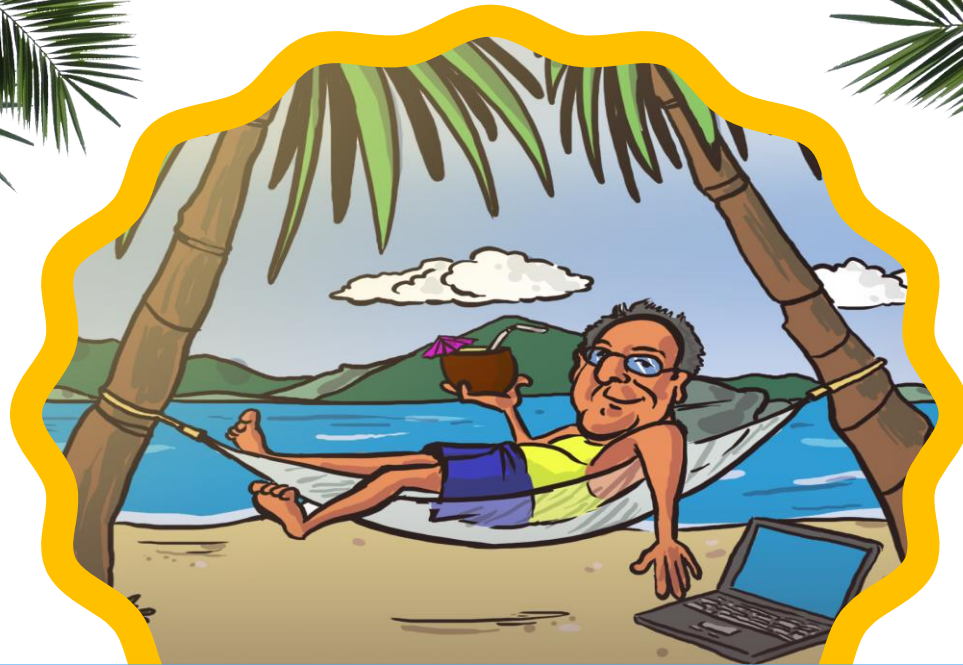


Capture

Your Wealth

Presents...



PASSIVE PROFIT STREAMS



MODULE 1

INTRODUCTION

Lets get started seeing the many ways that you
can profit in the world of on-line marketing



PASSIVE PROFIT
STREAMS

INTRODUCTION TO PASSIVE INCOME STREAMS

- Mindset
 - You must build the house before it's ready
- Learning Modules
 - Module 2 - Membership Sites
 - What are "Membership sites?"
 - Why you need Membership sites
 - Types of Membership sites:
 - Fixed Term
 - Recurring (Monthly)
 - Coaching
 - Membership platforms
 - Optimize Press
 - Wishlist
 - Recurring income stream by providing content or coaching.



INTRODUCTION TO PASSIVE INCOME STREAMS

- Learning Modules
 - Module 3 – Affiliate Marketing
 - Basics of Affiliate Marketing
 - Niche selection
 - Finding affiliate platforms
 - Building landing pages
 - Blogging
 - Paid Traffic
 - Free Traffic



INTRODUCTION TO PASSIVE INCOME STREAMS

- Learning Modules

- Module 4 – Informational Products

- What are “information products”?
 - What are the types of information products:
 - Audio products
 - Video products
 - Webinars
 - Coaching
 - How to create information products (Basics)



INTRODUCTION TO PASSIVE INCOME STREAMS

- Learning Modules
 - Module 5 – Ecommerce
 - What is “Ecommerce”
 - Types of Ecommerce:
 - Drop Ship
 - Bulk
 - Ecommerce Platforms:
 - Shopify
 - Woo Commerce
 - Payment Gateways:
 - PayPal



INTRODUCTION TO PASSIVE INCOME STREAMS

- Learning Modules

- Module 6 – List Building

- What is “List Building”

- Methods to build a list:

- Free Offers

- Squeeze Page

- Autoresponder platform

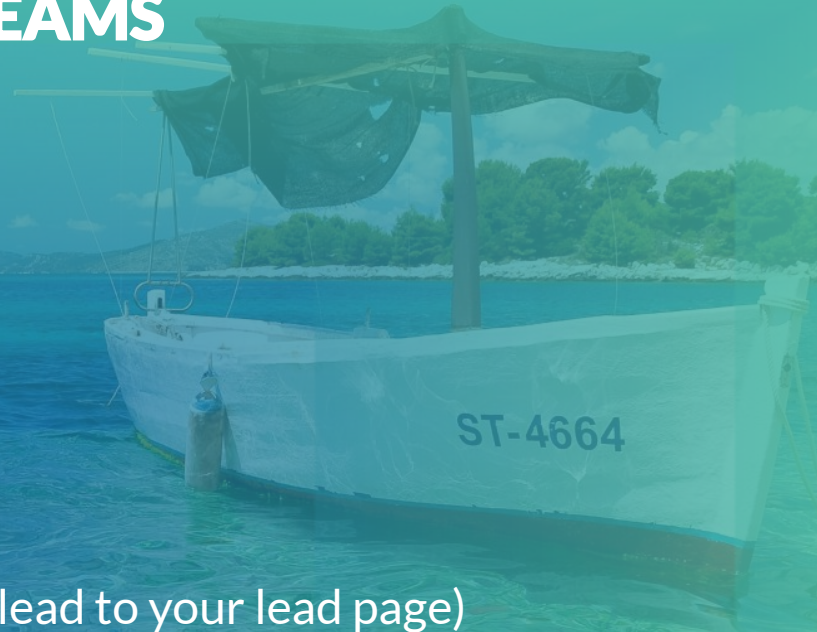
- Traffic generation (all roads lead to your lead page)

- Autopilot follow up

- Broadcast messages

- Subject lines

- Getting your emails read



PASSIVE PROFIT
STREAMS

INTRODUCTION TO PASSIVE INCOME STREAMS

- Wrap Up
 - How to implement X to Y by When
 - Checklist of what to do now





PASSIVE

PROFIT

STREAMS



MINDSET

CHOOSE YOUR ATTITUDE

- A positive mental attitude is contagious. More sales have been created due to energy, passion and enthusiasm than anything else.
- Choose your state every day when you wake up.... Leave your baggage to yesterday, and be prepared to deliver a world class experience every time you engage your customers. You need to be in a peak state of mind to win in sales.
- People buy from people that they like, and people that they trust. Your goal needs to be to create a positive experience and relationship with every customer you work with. Give them a reason to remember you, and they will become your “customer for life”.





MINDSET

DETERMINE THE WHYS

- It is not enough to determine the “What’s” We need to uncover and discover the WHYs. What buying motives are driving your customer’s purchase decisions ?
- People like to buy from people that they like, and people that they trust. Establish a respectful rapport with your customer before drowning them in products as solutions. Seek to understand their situation fully before offering products or services.
- Always be refining your WHY’s ... they will lead to your best opportunities when it is time to ask for the order.





MINDSET

DEVELOPING NEEDS VS. DETERMINING NEEDS

- If our goal is to discover the customer's "WHY" as much as their "WHAT", you will earn the opportunity to engage in suggestive selling.
- Determining Needs is fundamental to Discovery, and serves as the building blocks for the customer's order. Speaking in terms of questions.
- Developing Needs is strategic selling, and includes creative pairings and the presentation of categories that were not on the customer's "checklist" when they came to you.





MINDSET

EDUCATE YOUR CUSTOMER

- You must present your products and services better than your competition. Your ability to educate your customer and proactively cover and pre-handle common concerns and objections will differentiate you.
- Make time to learn and improve your sales technique on an ongoing basis.
- Study your new products as you create it. This sounds odds since you are the one creating it. But sometimes you are so busy writing that you really don't digest what you write.
- Really know the features and benefits before you show them in a presentation. Be consistent in how you demonstrate products. **presentation without a demonstration is idle conversation”.**





MINDSET

CREATE A RELATIONSHIP

- Step 1 in the success model – Build Trust.
- Some of your competition are transactionally focused. We need to differentiate ourselves from their tactics by treating every visitor as a guest on-line. Build rapport, seek first to understand, and work to solve for your customer's needs.
- Stretch yourself to exceed your customer's best expectations. Always tell them what your knowledge can and will do.
- They don't care how much you know until they know how much you care. Show sincere interest in helping your guest find the right products at the right values.





MINDSET

ASK FOR IT IF YOU'VE EARNED IT

- If you have treated your customer with world class customer service, and educated them on your products and services, you have earned the right to ask for their business.
- Do not let the customer leave without asking a decisional closing question. Your products, services and values are superior to your competition. Make sure that they have the opportunity to say “Yes, I’ll take it !”





MINDSET

SELF-DEVELOPMENT

- You need to work on yourself harder than you work on your career.
- Be a lifelong learner – seek out opportunities to gain new insights into this profession. There are many great books and videos on internet sales and marketing. Become an expert in communication.
- Serve as a mentor for anyone who needs your help. The positive rewards from assisting in the development of others will stay with you for a lifetime.

